

# Automation Eliminates Old Jobs, Creates New Careers

By REYNOLDS KNIGHT  
Familiar figures on the American labor scene are disappearing as particular jobs vanish into American history.

Bowlers, remember the pin boy? And, golfers, how about caddies whose ranks have been thinned by the electric golf cart? Rarely are caddies found now on public courses, although they still prevail at private courses and clubs.

Costlier home service is putting the milkman next in line for the trip into limbo. Price competition from giant supermarkets has cut their ranks considerably in recent years.

SHOE REPAIRMEN are dwindling as Americans now prefer to buy new shoes to replace the old. In New York, it is estimated that the automatic elevator displaced 50,000 lift operators in 10 years.

Automatic equipment and over-road bridges that eliminate grade crossings have eclipsed many railroad jobs: Porters, crossing watchmen, and firemen's ranks have been halved in the last decade.

This era of automation, however, still needs accountants. In fact, there is a considerable shortage. Offsetting the stodgy image of account work is the firm rise in starting salaries and subsequent increases. The recent improvement in the wage scale is expected to improve what one official in the field called a "desperate" situation.

ESTABLISHMENT of a franchising program described as unusual in the temporary office-help industry has been announced by Dictaphone Corp.

Hobart C. Kreidler, group vice president of Dictaphone's Business Machines and Services Group said "the unusual aspect of the Dictaphone program is that the franchisee for a pre-determined period of time to establish the business on a sound basis."

Once the franchise is established the new owner takes over alone with a complete roster of temporary employees, a list of

accounts or customers and a going operation, Kreidler said.

"THE EXPLOSIVE rise of the temporary office help industry is a result," Kreidler said, "of the increased communications needs of the office, and the shortage of skilled help to serve those needs." Temporary help is now an established part of the business scene and a \$500-million industry, he added.

"The problem is no less severe in the small and medium-size cities than in the large metropolitan areas," he said, "and our franchising program will be aimed principally at serving these communities."

The program, designed to expand more rapidly Dictaphone's nationwide network or temporary help offices, will be directed by Dictaphone's Office Services Division.

BITS OF BUSINESS—According to most economists and several other key business leaders, 1968 will probably go down as the year of the "big squeeze" for most of the nation's independent business proprietors. The squeeze came about as overhead costs soared and small businessmen fought for offsetting higher sales in the face of keen competition for the tax-shrunk consumer dollar.

THE AMERICAN vinyl in-

dustry has resumed its record-setting sales pace after leveling off in 1967, according to Thomas B. Nantz, president of B.F. Goodrich Chemical Co.

He said sales of domestically produced vinyl resins in 1968 registered a 10 per cent increase and that it appears 1969 volume will rise about 6 per cent more to an industry record of about 2.5 billion pounds.

BFG Chemical, world's largest producer of vinyl raw materials, registered sales gains across all of its product lines in 1968, he reported. Nantz said that in 1968 rigid vinyl gained increasing use in house siding, windows and other building products. About 50 million pounds of rigid vinyl were consumed for these products during the year.

He explained that contrary to reports in 1968 of overcapacity in the polyvinyl chloride business, BFG Chemical was "hard pressed in several product lines

to maintain a reasonable inventory picture."

Worldwide demand for quality vinyl materials "shows every sign of continuing," he added.

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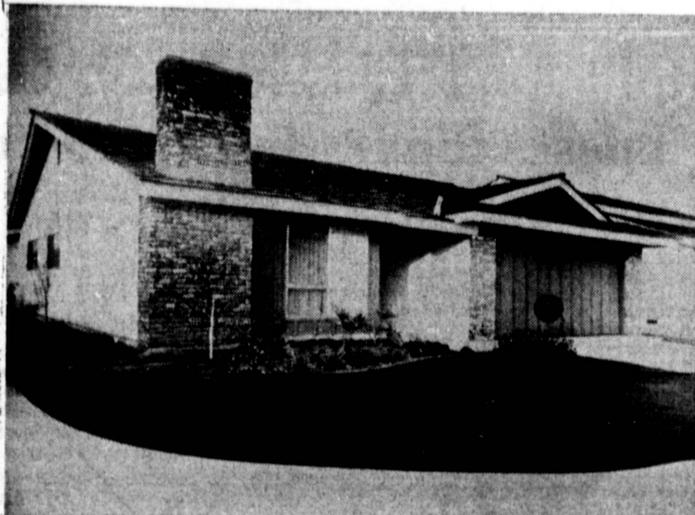
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## Edison Co. To Offer New Stock

Southern California Edison Co.'s executive committee of the board of directors has approved plans to issue and sell 1,500,000 new shares of common stock.

Jack K. Horton, Edison chairman and chief executive officer, said the offering is scheduled for competitive bidding on Tuesday, April 1.

The electric company plans to file an application with the California Public Utilities Commission Feb. 24 asking authority to issue and sell the stock.

Filing of a registration statement with the Securities and Exchange Commission in Washington, D.C., is scheduled for March 3.

Horton said proceeds from the sale of stock will be used to retire short-term loans and to help finance Edison's continuing construction program which is expected to require gross expenditures in excess of \$668 million during 1969 and 1970.

## Student Awards Slated

The Rotary Club of Torrance is again offering its annual Outstanding Student Award to one student in each of the five Torrance high schools, announced club president, Dr. George A. Porter.

The award is given to male students who will graduate in June. Two candidates are selected by the faculty of each school, with the final selection made by the Rotary Scholarship

Committee on the basis of academic record, leadership, and citizenship.

Each of the recipients will receive a scholarship award of \$100 and a "Paul Loranger Award" of \$100.

## Tax Class Slated at Narbonne

Income tax problems of individuals will be explained and simplified in a new class starting Feb. 27, at Narbonne Adult School, 24300 Western Ave., Harbor City.

The class will meet every Thursday evening from 7 to 9:30 p.m. for five weeks, taught by Vernon Cox who is with the Internal Revenue Service.

He will direct his teachings at the adult school toward helping the individual, the self-employed person, and the small businessman solve tax problems. He will provide instruction and information in filling out tax forms, calculating taxes and providing current information on state and federal tax laws. Problems associated with the new surtax will be studied and discussed.

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